



PROMETHEUS RADIO PROJECT

FREEING THE AIRWAVES FROM CORPORATE CONTROL

Coming Soon: More People-Powered Radio

ONE-TIME OPPORTUNITY TO DEMOCRATIZE THE RADIO DIAL

We are facing a historic opportunity for a dramatic expansion of civil society into the media landscape. Congress is about to act on a bill that would allow thousands of non-profit groups to apply for low power community radio licenses. **For the first time, these community radio stations will be allowed in major urban areas.**

This is a one time opportunity, since most available channels will be distributed in this round. The application window will only be 5 days long and announced a few months in advance, so it is imperative that groups are prepared to apply well in advance of the opening.

Plans for Outreach

A broad coalition of media reform organizations, lead by the Prometheus Radio Project, is planning an outreach effort to mobilize community organizations throughout the U.S. to seize this opportunity. Prometheus will provide application and station building support for select groups as well.

Learn more:

Danielle Chynoweth
Director of Development & Planning
Prometheus Radio Project
danielle@prometheusradio.org
217.721.7223 (cell)

VISION: Thousands of participatory radio stations throughout U.S. cities, amplifying local, grassroots voices, & opening up debate.

The Low Down on Low Power Radio

- Local, non-commercial community radio stations on the FM dial
- Created in 2000 by the FCC in response to grassroots pressure in the face of massive media consolidation
- Reach a 5-10 mile radius
- Affordable: building can cost as little as 10K, & operations can cost 5K per year.
- Licenses are free but the application requires technical support
- Currently 800 stations exist operated by operated by civil rights groups, cultural organizations, schools, cities, farm worker organizations, environmentalists, churches, & others
- Potentially thousands more spots will be available in this round in 80% of the U.S.

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www.PrometheusRadio.org

Sign up to receive our monthly e-Newsletter!

P.O. Box 42158 • Philadelphia, PA 19143 • 215.727.9620

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Impact of Community Radio



RADIO MOVIMIENTO SUPPORTS CIVIC PARTICIPATION

- Operated by the Union of Treeplanters and Farm Workers, the largest local Latino organization.
- Proved instrumental in registering 1500 and educating 7500 Latino voters in 2008.
- The show “Voz Educacion” educates families about the local School District and prepares them to participate in key decisions by the school board.
- The station broadcasts in 3 indigenous languages: P’urhépecha, Mixteco, and Zapoteco.



RADIO FREE URBANA HELPS CLEAN UP TOXIC WASTE

Working class residents of the contaminated neighborhood used the radio station to organize a series of toxic tours. On these tours, they revealed the history of cancer around the site, taping the testimonials to produce a piece called “Toxic Legacy: Douglas Park Residents in Their Own Words.” They got the attention of the local city council and Illinois EPA, and the power company is now cleaning up the site with oversight from the neighborhood. This was accomplished by investigative journalism and community organizing through what is still the most accessible medium out there – radio.



RADIO CONSCIENCIA BUILDS ITS ORGANIZING BASE

- Owned and operated by the Coalition of Immokalee Farm Workers, a worker rights group
- Broadcasting increased meeting participation ten fold and pushed their membership to 2500, helping them to win victories in campaigns against fast food giants McDonalds and Taco Bell.
- The station is the one of the only broadband access points in the community, with a computer lab and media training.
- During hurricane season, Radio Conciencia broadcasts emergency alerts in 5 languages.



OPELOUSAS COMMUNITY RADIO PROMOTES LOCAL ARTS & CULTURE

- Operated by the Southern Development Foundation, a civil rights organization in Louisiana.
- The station is instrumental in connecting residents to local services in this town where the poverty rate is 25.6% compared to the national average of 13.2%.
- Opelousas is considered the birthplace of Zydeco music, but it could not be heard on the air waves. This small station is responsible for reviving the local Zydeco music tradition.